
2024 Korea-U.S. Supply Chain Logistics Conference Program

July 2024



I

Overview

- The ‘Global Issues of 2024’ survey has revealed that the worsening global supply chain issue is the most significant problem facing Korean companies, making it a priority for the government and themselves
 - In the first quarter of 2024, exports to the U.S. overtook China with the U.S. becoming South Korea’s largest export country and investment destination
 - On the other hand, logistics risks in the supply chain have caused major blockades in both exports and investments between the U.S. and South Korea, such as the closure of Port Baltimore, the Panama Canal drought, and naval engagement in the Red Sea
- KMI, a national research institute in the field of international logistics, launched a research center* in eastern U.S.(June 1st, 2023) to study the ‘Korea–US global logistics supply chain’
 - * On June 1st, 2024, the KMI Center for Supply Chain & Maritime Logistics was jointly established with New Jersey City University in New Jersey
 - We established a field–based research platform to cope with political and economic changes in the U.S. with goals such as stabilizing the supply chain and responding to climate change issues
 - KMI aims to promote economic development for both states through field–oriented research collaboration and networking with universities, government branches, and private companies in the U.S.

- To build an effective field-oriented cooperation system between Korean and American experts, the active cooperation of the U.S. government is needed
- We have worked to build collaboration with various public agencies such as the Department of State, Department of Transportation, MARAD, state governments of both New Jersey and New York, PA NYNJ, NJEDA, and the U.S. Coast Guard
- We are planning to build a research platform for bilateral logistics through a private-academic cooperation system with companies such as CJ, HMM, FNS, LX Pantos, and Glovis as well as universities such as NYU, SUNY, NJCU, and Rutgers

II

Program for the 2024 Korea–U.S. Maritime Logistics

□ Overview

- Title (Theme): 2024 Korea–U.S. Maritime Logistics Supply Chain Cooperation Conference (Response of Korea–U.S. logistics sector to global supply chain risks)
- Dates: Sept. 25th to 26th, 2024
- Location: Hyatt House, NJCU College of Business
- Organizers/Sponsors: KMI, NJCU / KMI–NJCU CSCML
- Purpose: To discuss effective solutions to expected red flags on Korea’s exports and investments to the U.S. due to the worsening global supply chain risk.
- Key Presenters
 - Anne Strauss–Wieder, Former President of the U.S. Supply Chain Council
- Program Schedule (Sept. 25th)

1 st day	Program	Note
17:00-18:00	Welcome Reception & Networking	
18:00-18:30	<ul style="list-style-type: none"> - Welcome Speeches ▪ Euy Wham Kim, NY Consul General (TBD) ▪ Ellen Park, NJ Assembly woman (TBD) ▪ Jong-Deog Kim, President KMI ▪ Donna Breault, Provost NJCU 	KMI
18:30-20:00	Welcome & Networking Dinner <ul style="list-style-type: none"> ▪ Explanation about KMI & KOBC (Korea Ocean Business Corporation) ▪ Introduction to NJCU, and Choose New Jersey 	KMI
19:30-20:00	Closing Remarks <ul style="list-style-type: none"> ▪ KMI President ▪ NJCU Provost 	KMI

o Program Schedule (Sept. 26th)

2 nd day	Program	Location
8:30-9:00	Registration & Reception	
9:00-9:20	<ul style="list-style-type: none"> - Welcome Speeches <ul style="list-style-type: none"> ▪ Euy Wham Kim, NY Consul General ▪ Ellen Park, NJ Assemblywoman ▪ Wes Mathews, President, Choose New Jersey (TBD) ▪ Additional speech - Opening Speeches <ul style="list-style-type: none"> ▪ Jong-Deog Kim, President KMI ▪ Donna Breault, Provost NJCU 	
9:20-9:50	Student Awards & Coffee Break - CJ Logistics, AIF, KMI	
9:50-10:20	Logistics Solution to Global Supply Chain Risk in Respect of the U.S. (Keynote Speech - 30min)	Skyline room NJCU
	- Anne Strauss, NJTPA, Former President of the American Society for Supply Chain Management (TBD)	
10:20-12:20	Ways of Cooperating to Address the Global Supply Chain Risk (2hours) - Chair: Dr. Marvin Walker (Dean, NJCU School of Business)	
	1) H.C.Lee, Director General, Shipping Research Division, KMI 2) SooYoung Yang, Senior Consultant FNS USA 3) Tony Jeon, CJ Logistics USA - U.S Public Agencies (MARAD or Department of Transportation) (TBD) - U.S. Logistics Cyber Security Expert (TBD) - Eunsoo Lee, Professor, NJCU - Shin Kim, General Manager, HMM - Chungwook Choi (Korea Embassy) - E.K.Lee, Logistics Research Division, KMI	
12:20-12:30	Closing Remarks	
12:30-13:30	Networking Lunch	

III

Future Plans

- Sustaining the operation of CSCML (Center for Supply Chain & Maritime Logistics)
 - We are planning to continue the operation of CSCML as a research platform for logistics cooperation in the supply chain between Korea and the U.S. and requesting the Korean government to increase the budget
 - To promote the Korea–U.S. bilateral relationship, we plan to organize various events with local logistic stakeholders. Our plans include:
 - Organizing a Korea–U.S. annual joint conference, as well as publishing a bimonthly information report about U.S. logistics, and a brief biannual paper on the trend analysis of North Central America logistics
 - Hosting monthly seminars with local logistic experts in the U.S.
 - Providing paid internships for local university students as well as on–site training and job placement with Korean logistic companies, establishing visiting program for the U.S. students, and expanding further exchange programs between Korea and the U.S. universities
- We plan to continue hosting the Conference on Maritime Logistics & Supply Chains between the U.S. & Korea as an annual event
 - Since 2023, we have jointly organized an annual conference to discuss logistics issues in the supply chain
 - With stakeholders from private, academic, and political organizations, we will continue to explore ways to bring mutual benefits through Korea–U.S. trade and investment from the perspective of logistic supply chains
 - We will continue to serve as a conduit for Korean companies either exporting to or investing in the U.S. to communicate their opinions to the U.S. stakeholders

IV

Summary of the 2023 Korea–U.S Maritime Conference

□ Overview

- Title: Conference on Maritime Logistics & Supply Chains between Korea & the U.S.
- Date/Location: 12:00–18:00, Nov 8th (Wed). 2023, New Jersey, U.S.
- Key Participants: The Korean Consulate General in New York, U.S. Department of State, New Jersey Council, NJEDA, Choose NJ, PA NYNJ, BPA, KOBC, CJ Logistics and HMM
- Organizers/Sponsors: KMI, NJCU, Mael Business TV/KMI–NJCU CSCML
- Program

Time	Contents	
	Welcome and Opening Speeches	
13:00-13:40	<ul style="list-style-type: none"> ▪ Euy Wham Kim, NY Consul General ▪ Ellen Park, NJ Assembly ▪ Wesly Matthews, President, Choose NJ ▪ Jong-Deog Kim, President KMI ▪ Donna Breault, Interim Provost, NJCU 	<ul style="list-style-type: none"> ▪ Monique Davis, Manager, State of Department ▪ Sang-Gil Lee, Maritime Affairs Office, Korea Embassy ▪ Kyungdo Kim, CEO, Mael Business TV ▪ Woocho Kim, Vice President, KOBC
	Keynote Speech: Korea-U.S. Cooperation	
14:20-14:40	1. Tim Sullivan, Secretary of NJ Economic Development Authority <ul style="list-style-type: none"> ▪ Korea-NJ Economic Cooperation and Policies for Korean companies 	2. Beth Rooney, President of Port Authority of NY & NJ <ul style="list-style-type: none"> ▪ Asia-East U.S. Port Business growth and Logistics Cooperation
	Shipping for Decarbonization	
	Present	Panel Discussion
14:40-16:00	<ul style="list-style-type: none"> ▪ US Coast Guard, CDR ▪ Director, KMI 	<ul style="list-style-type: none"> ▪ General Manager HMM in the U.S. Secretary General, Transport Capital, Liberian Shipowners' Council
	Port Logistics of Digital & Decarbonization Age	
	Present	Panel Discussion
16:20-17:40	<ul style="list-style-type: none"> ▪ President of Port Authority of PA NYNJ ▪ President of BPA, U.S. 	<ul style="list-style-type: none"> ▪ CEO, CJ Logistics USA, Director, KMI, Professor NJCU

□ Highlights and Achievements

- Established an information platform to analyze the trends of supply chains and logistics in the U.S.
 - 150 participants from more than 80 organizations in NY and NJ
 - Strengthened Korea–NY & NJ port connectivity through the Panama Canal and provided the direction of Korea–U.S. maritime cooperation as well as the policy proposal for a ‘green shipping partnership’
 - Conducted MoU between Busan Port and NYNJ Port (March 11th, 2024), which was discussed during the conference

